

**CALIFORNIA COMMISSION ON DISABILITY ACCESS
EDUCATION AND OUTREACH COMMITTEE
MEETING MINUTES**

February 4, 2015

1. CALL TO ORDER

Chair Betty Wilson welcomed everyone and called the meeting of the Education and Outreach Committee (E&O) of the California Commission on Disability Access (CCDA or Commission) to order at 10:04 a.m. at the City of Los Angeles Department on Disability, 201 North Figueroa Street, Suite 100, Los Angeles, California 90012.

The off-site meeting locations for teleconference were the Department of Rehabilitation, 721 Capitol Mall, Room 244, 2nd Floor, Sacramento, California 95814, the Independent Living Center of Kern County, 5251 Office Park Drive, #200, Bakersfield, California 93309, and the Independent Living Resource Center of San Francisco, 825 Howard Street, San Francisco, California 94103.

Chair Wilson reviewed the meeting protocols.

ROLL CALL

Committee Members Present:

Arnie Lerner (Teleconference)
Richard Ray
Jimmie Soto (Teleconference)

Committee Members Absent:

Stephen Simon

Commissioners Present:

Betty Wilson, Chair
Chris Downey (Teleconference)
Michael Paravagna (Teleconference)

Commissioners Absent:

Lillibeth Navarro

Staff Present:

Other Commissioners Present:

Scott Hauge

Stephan Castellanos, Executive Director
Angela Jemmott, Program Analyst
Brandon Estes, Program Analyst

Also Present:

Suzanne Goldman

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Jake Wachtel

Staff Member Jemmott called the roll and confirmed the presence of a quorum.

APPROVAL OF NOVEMBER 18, 2014, MINUTES

Chair Wilson tabled this item to the next E&O Committee meeting.

2. COMMENTS FROM THE PUBLIC ON ISSUES NOT ON THIS AGENDA

There were no questions or comments from the public.

3. Education and Outreach Planning Subcommittee - Update

Commissioner Downey, chair of the E&O Planning Subcommittee, stated the Committee's first task is preparing for the June event in San Francisco. The event will include about one hundred individuals and will roll out the consumer checklist, a checklist for small businesses to assess the accessibility of their own properties. The date and location are still to be determined. Commissioner Hauge is working on securing the San Francisco City Hall for the event.

Commissioner Hauge added that he asked to secure the location between 5:00 p.m. and 7:00 p.m. He asked if there is a budget for this event.

Executive Director Castellanos asked to take that part of the discussion offline. He suggested addressing the budget for the event in the next Executive Committee meeting.

Action Items:

- Staff is to address the budget for the June event in the next Executive Committee meeting.

4. DEVELOPMENT OF TOOLKITS - DISCUSSION

- a. Consumer Checklist Guide**
- b. Final Inspection Checklist**
- c. Other Educational Modules**

Chair Wilson stated the Consumer Checklist Guide was created using Richard Skaff's Restaurant Accessibility Field Guide as the foundation. It was suggested in the last full Commission meeting that the Checklist Committee become the editorial arm for the Consumer Checklist Guide to determine the level of effort it would take to keep the document up to date.

Commissioner Paravagna suggested contacting Commissioner Dolim, the chair of the Checklist Committee, on the availability of the Committee. He stated the need to consider the printing budget for this effort.

Chair Wilson suggested addressing the budget for the Consumer Checklist Guide in the next Executive Committee meeting.

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Executive Director Castellanos stated Richard Skaff and his organization have offered to assist in getting the Consumer Checklist Guide out.

Executive Director Castellanos stated the need to contract with a consultant to ensure the Consumer Checklist Guide is thoroughly vetted in terms of its legal content and regulatory value.

Executive Director Castellanos stated education modules, or training toolkits, are mentioned in legislation. The Commission has undertaken this mandated task by endeavoring to create toolkits to train the trainers as opposed to single training events. It allows individuals to have a set of tools, documents, and resources for business owners and other consumers so that they can have something in their hand that is understandable to them and provides a roadmap for compliance.

Executive Director Castellanos stated the California-specific Consumer Checklist Guide, the Final Inspection Checklist, and other educational modules or toolkits will be a significant accomplishment in California once they are completed by the middle of 2015 and rolled out at the event in San Francisco. He stated the need to maintain these documents going forward. They are the foundation to what the Commission does and they must be maintained on a periodic basis that corresponds to the code cycles in California.

Staff Member Jemmott stated Senator Roth's office has requested that the Commission participate in an event on March 6th in Riverside to distribute materials generated by the Commission, such as the final inspection checklist. Senator Roth's office is willing to purchase flash drives to put the checklist on for members of the business community in attendance.

Committee Member Lerner stated Michael Gibbons has published an updated checklist called CalDAG, which covers the 2013 California Building Code and the 2010 Americans with Disabilities Act (ADA). Executive Director Castellanos stated the need to differentiate between consumer guides and inspector checklists. He suggested the Committee discuss the formation, use, and readership of the CalDAG.

Action Items:

- Staff is to address the budget for the consumer checklist guide in the next Executive Committee meeting.

5. Development of Marketing Subcommittee - Discussion

Chair Wilson suggested the creation of a Marketing Subcommittee.

Public Comment

Suzanne Goldman agreed that a marketing subcommittee is important to facilitate literature put out by the Commission with logos of supporting organizations and to get the word out about the Commission's development of toolkits.

Commissioner Discussion:

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Commissioner Paravagna stated other organizations have failed by concentrating on a mass media angle. He suggested populating the CCDA website with valuable tools and information as a first step. He also suggested adding a speaker's bureau from the Commission and downloadable items on the website as a nucleus to build credibility for the Commission. The next step would be considering concepts to communicate in public service announcements (PSAs) to drive people to the website that will have been built as a foundation.

Ms. Goldman stated she was in full agreement.

Executive Director Castellanos stated the three primary goals for 2015 are the production of the toolkit, the inspector checklist, and the consumer checklist to be accomplished with limited resources, with the additional project of updating the website. He suggested the creation of an Editorial Committee to determine the content, organization, and improvement of the website and how people can be driven to it. He suggested that the Editorial Committee could be the same group of people who are part of the Marketing Subcommittee.

Commissioner Paravagna volunteered to be a part of the Marketing/Editorial Committee to develop the kinds of items to be posted on the website. Committee Member Lerner suggested the California Access Specialist Institute (CASI) website as a resource for links to include in the website.

Commissioner Downey volunteered to be a part of the Marketing/Editorial Committee.

Committee Member Ray asked that website content be fully accessible. Executive Director Castellanos stated the Commission works closely with the DOR and sends all material to them for review prior to posting. He encouraged feedback from the public to ensure the website is accessible.

Public Comment:

Jake Wachtel and Suzanne Goldman volunteered to be a part of the Marketing/Editorial Committee.

Action Items:

- No action items.

6. FUTURE AGENDA ITEMS

Chair Wilson asked that future agenda item suggestions be sent to staff.

7. ADJOURN

MOTION: Commissioner Paravagna moved to adjourn the February 4, 2015, California Commission on Disability Access Education and Outreach Committee meeting. Committee Member Soto seconded. Motion carried unanimously.

Chair Wilson adjourned the meeting at 11:15 a.m.